



PRESS RELEASE

TIM ACCELERATES ON THE TOP LINE

New converging offers for families and businesses; further impetus for quadruple play and improved quality and customer service

Launch of the exclusive partnership with Samsung to offer Smart TVs that will allow access to the digital entertainment of TIMvision and Premium Online

With TIMgames the Group aims to become a leader in the gaming world, thanks to over 100 online games accessible on TV

Opening of the new data centre in Acilia (Rome), the most advanced in Italy: 4,000 sq m for businesses

Milan, 01 September 2016

Convergence, innovative offers, impetus for quadruple play solutions, customer centrality, improved quality of service: these are the distinctive elements through which TIM aims to accelerate on the top line, on the generation of revenues. A strategy founded on the basis of the excellent infrastructure TIM makes available to its customers and the country and that aims to strengthen TIM's leadership confirming its role as a digital life enabler through a solid commitment that envisages an investment programme of over 4.5 billion euros allocated to the development of fibre optics and 4G in the three year period 2016-2018. Fibre optics will cover 14 million homes by the end of this year, proceeding at a rate of over 7,320 kilometres of fibre laid each day throughout the country, while over 6,290 Italian municipalities are already covered by 4G. The aim is to provide fibre to 84% of homes and 4G coverage for 98% of the population by 2018.

The investment plan for the creation of the ultrabroadband infrastructure is supported by innovative offers, cutting-edge services, premium content accessible from anywhere and actions aimed at responding to the needs of the "TIM community," the largest in Italy with over 40 million fixed and mobile lines: further improvements in quality, caring processes and invoicing, and the activation of new phone lines which can be done, at the customer's request, even on Saturday and Sunday.

"TIM aims to strengthen its leadership through the new offers, new products and new services: we are working on efficiency to improve the processes and ensure we have the flexibility that allows us to accelerate on the top line, on revenue generation. We have a portfolio of offers and products that will gradually be strengthened, exclusive partnerships and quality content, but above all we want to bring the customer back to the centre of all our actions, further improving the quality and services," said Flavio Cattaneo, Chief Executive Officer of TIM.

TIM intends to give strong impetus to the spread of quadruple play solutions with TIM Smart, the convergent offer aimed at Italian families which offers Internet, landline and mobile services, and premium content in a single solution. For new clients the offer is set at 29.90 euros per month for the first year and the first month is free. TIM will reserve a free three month trial for all customers who choose TIM Smart Casa or TIM Smart Mobile and are covered by the fibre optic service.

Telecom Italia S.p.A.

Registered Office: Via Gaetano Negri, 1 - 20123 Milan

Tax Code / VAT no. and registration with the Milan Business Register: 00488410010 - Registration in the A.E.E. Register (index of Manufacturers of Electrical and Electronic Equipment) IT0802000000799

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For customers who already have ADSL 7 Mega, TIM will provide an upgrade to the maximum speed permitted by this technology, free of charge until June 2017. With the Happy Hour initiative, TIM will also give pay-as-you-go consumer customers the possibility to browse in 4G free of charge from their smartphone for three hours a day from 7 p.m. to 10 p.m. for one month.

A further distinctive element is the new “TIM Smart TV” offer which, thanks to a partnership with Samsung, will allow customers, from the next few weeks, to buy a Samsung Full HD Smart TV from the 2016 range, as an exclusive for TIM, with Premium Online cinema and TV series included for six months.

There are many initiatives dedicated to TIM customers linked to the new way of accessing content, which transform the network infrastructure into a smart and highly pervasive distribution platform. For this reason the company, the first operator in Italy to do so, is launching TIMgames, aiming at becoming a leader in the gaming world with an offer of over 100 games online accessible via streaming on TV. In particular TIM is working to develop the new TIMvision decoder, based on the Android TV operating system, so that all content aimed at families, not only videos but gaming, can be received directly on the home TV. Moreover TIM will offer its customers, from this coming October, the three matches of the TIM TV Serie A Football League channel for each round of the Championship via live streaming on TIMvision decoders, in addition to what is already available without consuming on-the-move traffic data through the Serie A TIM App.

As regards the business world, TIM continues to focus its efforts on developing innovative and cloud computing solutions and has launched, in Acilia (Rome), a new latest-generation data centre with Tier IV certification allowing it to expand its ICT infrastructure network, the first in the country for certified facilities and interconnections aimed at companies and local government offices. With an investment worth over 30 million euros, the new data centre covers an area of 4,000 sq m and adds to the network of seven TIM data centres already present in the country.

An important initiative is aimed at software developers who create applications for businesses. With the launch of TIM OPEN, TIM's new business platform, developers will have the opportunity to easily access cloud services and Application Programming Interfaces (API) and publish their applications on the Nuvola Store marketplace to make them available through TIM's distribution channels to all Italian businesses who will have free-of-charge access to the Apps from TIM mobile phones.

TIM will introduce the first European business pay-as-you-go offer that can be used not only in Italy but in all 28 Member States of the European Union, which will eliminate the cost of roaming nine months in advance of the indications given by the EU, targeting the numerous Italian companies that operate with manufacturing activities abroad. Starting from October with Europa Vera, there will be offers that include minutes and GB that can be used indifferently in Italy and abroad.

Telecom Italia Press Office

+39 06 3688 2610

www.telecomitalia.com/media

Twitter: @telecomitaliaTW

Telecom Italia Investor Relations

+39 02 8595 4131

www.telecomitalia.com/investorrelations

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